

Subject R. J. Reynolds Cigarette Program

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Interoffice
Correspondence

SUN

Date September 28, 1992

Location 22/10 PC

From Vincent J. DeLaurentis *VJD*

To Sunoco Division Managers

Recent negotiations with R. J. Reynolds have resulted in two new Cigarette Program options in addition to the current Program.

The Addition of Monarch Cigarettes and increased emphasis on Doral have opened additional funding opportunities for your locations.

We suggest that you allow your Sales Managers, Merchandising Supervisors, and Sales Reps to review each location carefully to determine the best level of participation for each store. Your local R.J. Reynolds contact can assist with details of the program.

The funding opportunity is dramatic with a maximum of \$4,080 per year/store. However, good merchandising and security sense should be used at all times.

The attached letter will be sent this week to all stores.

Thank you for your assistance. We hope that these additional opportunities will result in increased sales and profits for your divisions.

If there are any questions or problems, please contact Ken Weber at 215-246-8811.

VJD/kaw8/bac

cc: Sunoco Food Sales Managers
Sunoco Merchandising Supervisors
C-Store Group

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